

## THE CLAIMS

1. A method for providing multimedia services in a  
5 mobile terminal comprising the steps of:

(a) generating and storing a package data including an  
execution condition to be executed in the mobile terminal  
and a predetermined multimedia file according to the execution  
condition; and

10 (b) downloading the package data according to a  
previously set condition to the mobile terminal through a  
communication network.

2. The method as claimed in claim 1, further comprising  
15 the step of :

(c) a step of executing the multimedia file according  
to the execution condition when the execution condition in  
the mobile terminal receiving the package data is satisfied.

20 3. The method as claimed in claim 1 or 2, wherein the  
execution condition is satisfied by a key signal generated  
from a key pad of the mobile terminal being inputted to the  
mobile terminal.

4. The method as claimed in claim 3, wherein the key signal is one of the following signals:

a starting key signal for supplying power to the mobile terminal,  
5 a call receiving key signal for connecting a call when a call is requested to the mobile terminal, a call sending key signal used when a call is requested by using the mobile terminal, an ending key signal for ending the mobile terminal and an internet connecting key signal used when a wireless  
10 communication network is connected by using the mobile terminal.

5. The method as claimed in claim 3, wherein the execution condition is satisfied by a number key signal of the mobile  
15 terminal being inputted to the mobile terminal.

6. The method as claimed in claim 5, wherein the execution condition is satisfied by a special key signal of the mobile terminal being inputted to the mobile terminal.

20 7. The method as claimed in claim 1, wherein the step of a) generating and storing the package data comprises the steps of:

a-1) setting at least one execution condition to be executed in the mobile terminal;

a-2) selecting a predetermined multimedia file according to the set execution condition; and

5 a-3) generating and storing the execution condition and the multimedia file according to the execution condition as one file.

10 8. The method as claimed in claim 1 or 7, wherein the package data is stored as a compressed file in order to reduce the transmission capacity.

15 9. The method as claimed in claim 1 or 7, wherein the package data is stored as a simple merged file in order to generate the package data quickly in the package generating server.

20 10. The method as claimed in claim 1, wherein the predetermined condition is to receive a download requesting message of the multimedia file from the mobile terminal.

11. The method as claimed in claim 1, wherein the multimedia file comprises video data and audio data.

12. A method for providing multimedia services in a mobile terminal, comprising the steps of:

(i) setting at least one execution condition  
5 to be executed in the mobile terminal;

(ii) selecting a predetermined multimedia file according to the set execution condition;

(iii) generating and storing a package data including the execution condition and the multimedia file according  
10 to the execution condition;

(iv) downloading the package data according to the set condition to the mobile terminal through the communication network and storing the package data in the memory part of the mobile terminal; and

15 (v) executing the multimedia file according to the execution condition if the execution condition is satisfied in the mobile terminal receiving the package data.

13. The method as claimed in claim 12, wherein the  
20 multimedia data includes at least one data among video data, audio data and text data.

14. The method as claimed in claim 13, wherein the package

data is stored as a compressed file in order to reduce the transmission capacity in the communication network.

5 15. The method as claimed in claim 13, wherein the package data is stored as a simple merged file in order to generate the package data quickly in the package generating server.

10 16. The method as claimed in claim 12, wherein the execution condition is satisfied by inputting to the mobile terminal one of the following signals:

a starting key for supplying power with the mobile terminal, a call receiving key signal for connecting a call when a call is requested to the mobile terminal, a call sending key signal when requesting a call by using the mobile terminal, 15 an ending key signal for ending the mobile terminal, and an internet connecting key signal when connecting the wireless communication network by using the mobile terminal.

20 17. The method as claimed in claim 12, wherein the execution condition is satisfied by number key signals or special key signals being inputted in the alternative.

18. An apparatus for providing multimedia services in

a mobile terminal comprising:

a package data generating part for generating a package data including an execution condition to execute a multimedia file in a mobile terminal and a predetermined multimedia file according to the execution condition; and

a package data managing part for storing the package data generated from the package data generating part and for transmitting the package data to the mobile terminal according to a predetermined condition.

19. The apparatus as claimed in claim 18, wherein the package data generating part comprises:

a database managing module for storing the multimedia file transmitted from the multimedia file provider server by predetermined classified item; and

a package data generating module for generating a package data by combining one execution condition with at least one multimedia file and by combining each of the multimedia files stored correspondingly to a plurality of execution conditions with the plurality of execution.

20. The apparatus as claimed in claim 18, wherein the package data managing part comprises:

a user information managing module for managing a plurality of mobile terminals provided with the multimedia services;

a storing module for storing a package data generated  
5 from the package data generating part; and

a transmitting module for transmitting the package data to the mobile terminal if the mobile terminal requests the package data to be downloaded or if the latest downloading information passes a certain time when searching the  
10 downloading information.